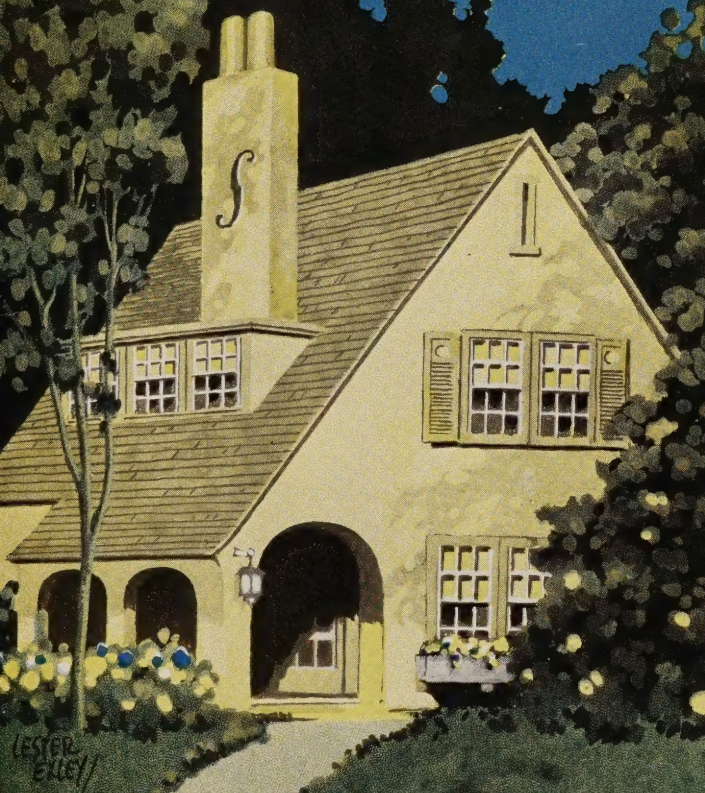


A Beautiful Home



ELASTICA
THE IDEAL EXTERIOR WALL COVERING

insures permanence, beauty
comfort and lower cost



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ELASTICA

THE IDEAL EXTERIOR WALL COVERING

Is so beautiful and of such quality that it is extensively used on the most costly residences, yet is so reasonable in cost that those of moderate means find its use true economy



MANUFACTURED BY
AMERICAN MATERIALS CO.
101 PARK AVENUE
NEW YORK, N. Y.

A Beautiful Home

IT is a natural ambition to own a beautiful, comfortable and *substantial* home. One you can be proud to possess. And nothing expresses more thoroughly your ideas of beauty, comfort and *permanence* in your home than an exterior of Elastica. It harmonizes with your ideals, illustrates your ambitions, and realizes your hopes. It strikingly shows good taste and good judgment. *And an Elastica exterior is permanent.*

Today there is a marked tendency to place all exterior wall coverings, and so-called stuccoes in the same category, often to the detriment of really worth-while materials. But there is a vast difference. The building of a home is so infrequent, so important that the material for the exterior should be selected only after your careful analysis.





Elastica Permanently Beautiful

ELASTICA is distinctively individual. It should not be confused with ordinary stucco. It is durable and offers beauty and variety in its finishes, tones and color schemes. There are many reasons why this ideal exterior wall covering is lasting in body strength and permanent in beauty.

Briefly, Elastica is waterproofed, fireproof, stainproof and crackproof—and no part of the manufacture of Elastica is entrusted to the possible inexperience or inadequate equipment of the man at the mixing box, because it comes completely mixed—nothing to add but water.



Elastica is Permanently Waterproofed

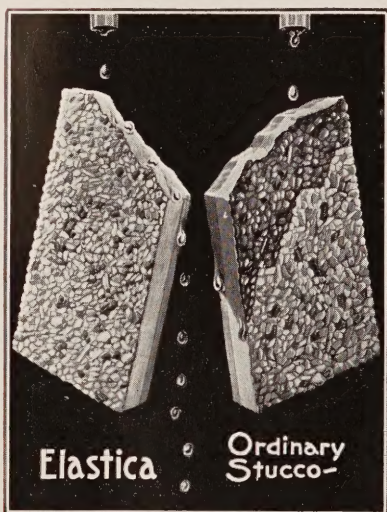
WHETHER or not a material for exteriors is immune to water is the "acid-test"—a factor of utmost importance in determining the merit of the material.

When water penetrates an exterior *stucco* and gets to the lath, the stucco deteriorates; for water expands wood and metal lath will rust and corrode.

Water cannot penetrate *Elastica*. The material is waterproofed with an integral waterproofing composition that sheds water like an oiled surface. The waterproofing process used in *Elastica* is exclusively our own. Years of chemical research and large expenditures of money were employed in perfecting it. The success achieved has surpassed our most sanguine expectations. And as a consequence we are enabled to offer in *Elastica* a superior building product that is absolutely impregnable to water.

Make this test yourself. Obtain a sample of

Elastica; apply water to it in this manner as illustrated or in any other way. Take a sample from a job under construction—have the plasterer make a patty. Test it! Compare it with factory sample. Then apply the same test to other stuccoes. Satisfy yourself that *Elastica* alone is waterproofed.



100 SQ. YARDS

ELASTICA
80 Square Yards to the Ton

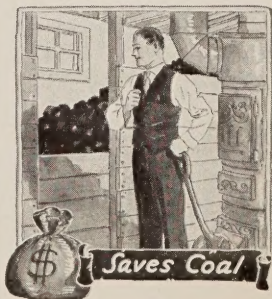
**NEAREST
COMPETING PRODUCT
65 SQUARE YARDS
TO THE TON**

Superior Qualities of Elastica

ELASTICA'S composition is so far superior to that of ordinary stuccoes and other building exteriors that it "goes further". Actual figures prove that a ton of Elastica covers fifteen square yards of surface more than a ton of its nearest competing product. (See chart). The consequent saving in material, labor and money is obvious. Elastica is not only superior in quality, but due to that superiority it costs from 15 to 25 per cent less to apply.

Elastica is a non-conductor of heat and cold. And for that reason Elastica covered buildings are ideally comfortable all the year 'round. Furthermore, Elastica expands slightly when it sets. This causes it to adhere closely to doors and windows, producing a compact, monolithic coating through which neither cold nor heat can penetrate. Consequently, the heat generated by the furnace is retained within the confines of the four walls.

Elastica is absolutely fire-proof. The fire defying qualities of Magnesite (used everywhere as a fire





of temperature—winter dead of winter when thermometers register many degrees below zero and all other building enterprises are at a standstill, Elastica construction goes along unhampered. Builders who use Elastica need never fear that unforeseen weather conditions will interfere with their plans.

brick in steel furnaces), asbestos fibre and silica glass sand are known. The use of these materials in Elastica not only provides positive security from fire but in addition results in lowered insurance rates.

Elastica may be applied with thoroughly satisfactory results in extremes or summer. Even in the



Convert That Old House

Into a Permanently Beautiful Home

DO away forever with the bug-bear of annual paint bills, expensive repairs and constant depreciation. Transform that weather-worn dwelling into a permanently attractive and up-to-date residence—warm in winter and cool in summer. Modernize it with Elastica, The Ideal Exterior Wall Covering.

For what you would pay out in two seasons' paint bills, Elastica will bring your home up to date. It will increase the value of your property from three to four times the cost of its application and make you the owner of a beautiful, permanent building.

Study the photograph of the old frame house reproduced on next page. Note the unkempt, weather-





worn, unattractive appearance of the building. Painting it a couple of times would scarcely improve it. And yet for approximately the cost of painting it twice, this sadly delapidated dwelling was transformed into the modern residence shown below.

In bringing this building up to date a pure white Elastica finish was used. There are over seventy-five distinctively different Elastica finishes from which selection may be made—a color and tone for every taste. What Elastica has done for this house it has done for thousands of others. Let us show you how Elastica will modernize *your* home.



ELASTICA'S ACHIEVEMENT

ELASTICA is complete in a sack. Part for part it is factory mixed, proportioned and finished—a perfect product of skillful exacting chemists—the original magnesite chloride wall covering to be shipped from factory to builder, a coherent whole, “Complete in a Sack.”

To the man who builds a home, to the architect who plans it and to the man who puts it up, this achievement of Elastica carries a message of importance.

Heretofore it has been necessary that all magnesite wall coverings be delivered to the builder in two separate parts—the dry cement in sacks and the chloride of magnesia mixing compound in either drums, barrels or separate bags. This method of shipment left the responsibility of diluting, mixing and proportioning of complicated materials to the man at the mixing box—in other words, entrusted a highly important part of the material's manufacture to the inexperience and inadequate equipment of the man at the mixing box. To overcome this seemingly insurmountable difficulty the manufacturers of Elastica bent every effort that money and science could direct. After five years of persistent and costly research came success. And today Elastica, The Ideal Exterior Wall Covering, reaches the builder **DRY** and **COMPLETE IN A SACK**. Nothing to add at the job but water. Virtually, a “fool proof” exterior building material.

This improved method of shipment altogether eliminates the element of chance—insures the absolute success of every building project on which Elastica is used. Furthermore, because it does away with all chemical tanks and barrels, it saves—saves in freight—saves in drayage—saves in warehouse space and saves in cost of application—saves in material heretofore wasted through leaky tanks and containers.

We invite your most thorough investigation into the merits of Elastica and will gladly furnish you with copies of official fire and waterproofing tests together with any information you may desire.



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